Women’s Executive Leadership: 
Business Strategies for Success

PROGRAM OVERVIEW
From glass ceilings and work-life balance to “leaning in” and office politics, the issues for women as executive leaders continue to stir conversation and controversy. While women are making it to the corner office, the practice still generates headlines. As they ascend the corporate ladder and take on greater management responsibilities, some women may want to seize greater challenges, but do so with a full understanding of the dynamics involved.

The week-long Women’s Executive Leadership: Business Strategies for Success program is designed specifically for today’s female executives and those who aspire to leadership roles. It covers new ground as revealed by the latest Wharton faculty research in work motivation and engagement, career development, internal coaching, emotional intelligence, and women in leadership roles.

Two pillars of the program are clarity and confidence: giving participants the clarity to know one’s personal leadership style and career strengths, along with confidence in mastering the building blocks of business acumen.

WHO SHOULD ATTEND
The Women’s Executive Leadership: Business Strategies for Success program is best suited for executives and high-potential women who are transitioning into senior management roles within a large corporation or women entrepreneurs who are taking on a broader leadership role as their company grows.

The program is designed for women executives who:
- Have 10 or more years of experience
- Have titles ranging from manager or director to vice president, and also consultant and business owner
- Work in a wide range of industries
- Aspire to more senior levels of management
- Seek to enhance their professional influence

We encourage women and men to recommend this program to high-potential women on their staff who would benefit from honing leadership skills and business acumen, becoming a more valuable asset to the organization.

FOR INFORMATION AND APPLICATION
Client Relations
+1.800.255.3932 (U.S. or Canada)
+1.215.898.1776 (worldwide)
exced@wharton.upenn.edu
Visit www.execed.wharton.upenn.edu for dates and tuition information.

SESSION TOPICS
Participants will gain keen insights and the tools to:
- Reimagine and further develop leadership skills
- Enhance professional influence
- Improve business acumen by providing a more sophisticated understanding of core skills including marketing, talent management, financial reporting, and communications
- Better understand nuances of negotiations and emotional intelligence
- Hone critical thinking and decision-making abilities
EXPERIENCE

The Women’s Executive Leadership: Business Strategies for Success program provides an engaging forum for female executives and high-potential women transitioning into senior management roles to come together, gain new knowledge from the latest research, and put those concepts into practice during their time at Wharton.

This five-day program delivers sophisticated business and leadership concepts that have immediate and practical application for the modern woman business leader, allowing her to improve her proficiencies and advance her career. Participants will better understand and learn how to apply contemporary business theories currently driving their organization and results, while creating a personal plan for professional advancement.

Each afternoon, participants will break into small groups to integrate and put the day’s learnings into practice. Wharton faculty will oversee the sessions and provide real-time coaching and feedback for effective outcomes and translate the practicum for participants to take back to the office.

Within this collegial forum, participants will establish the beginnings of a lifelong network of women executives who often face similar decision points and possibilities along their career paths, becoming a rich resource of influential peers.

What sets this program apart for women executives is its strong focus on business and leadership, combined with a practical approach to developing and honing professional business skills. Participants also benefit from study at the Wharton School, with its world-renowned reputation and faculty who are the most cited, most published of all top-tier business schools.

FACULTY

Nancy Rothbard, PhD
Academic Director
David Pottruck Professor, Professor of Management, The Wharton School

Nancy Rothbard is an award-winning expert in work motivation, teamwork, work-life balance, and leadership. Dr. Rothbard was previously on the faculty of the Kellogg Graduate School of Management, Northwestern University, and holds degrees from Brown University and the University of Michigan. She has published her research in top academic research journals in her field and her work has been discussed in the general media in outlets such as The Wall Street Journal, ABC News, Business Week, CNN, Forbes, National Public Radio, US News & World Report, and The Washington Post.

Dr. Rothbard has helped some of the world’s premier companies change their approaches to teamwork, leadership, and work motivation. Among other projects, she has worked with a Fortune 100 company to understand the factors that improve call center performance and customer service, a leading hotel chain to transform sales and hiring, and financial service organizations to optimize their leadership and approach to sales.
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<td><strong>Breakfast</strong></td>
<td><strong>Critical Thinking &amp; Decision Making</strong></td>
<td><strong>Emotional Intelligence</strong></td>
<td><strong>Financial Acumen: A Refresher (optional session)</strong></td>
<td><strong>How Top Women Succeed</strong></td>
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<td><strong>Learning In: How Not to Fall Over</strong></td>
<td><strong>Critical Thinking &amp; Decision Making</strong></td>
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<td><strong>Leaning In: How Not to Fall Over</strong></td>
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<td><strong>New Business Opportunities in the 21st Century</strong></td>
<td><strong>Talent Management</strong></td>
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**SAMPLE AGENDA:** Program start and end times are subject to change. Please DO NOT make travel arrangements based on this agenda. For more details, please contact Client Relations at +1.215.898.1776 or execed@wharton.upenn.edu